

# WHY DID WE CREATE THIS STORY MAP?

"The library connects us with the insight and knowledge... of the greatest minds that ever were, with the best teachers, drawn from the entire planet and from all our history, to instruct us without tiring, and to inspire us to make our own contribution to the collective knowledge of the human species.

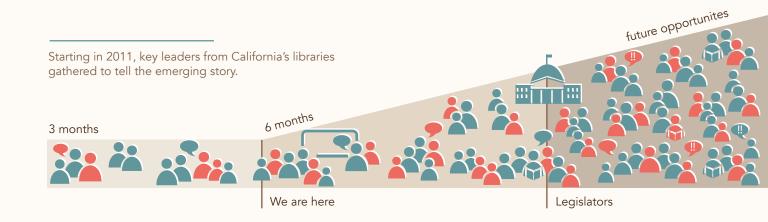
I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries."

- Carl Sagan, Cosmos

This document celebrates the compelling ways libraries are adapting in the the 21st century. Unfold this Story Map and discover a range of innovations across California Public Libraries. Just as in the world around us, libraries are in the midst of transformation. We face abundant opportunities.

Some people wonder if Public Libraries still matter – in a world beyond books. If judged by our usage, libraries are more relevant than ever. Libraries have always evolved to meet the needs of society. This is why libraries are embracing new technology while staying true to who they've always been: institutions of learning, advancement, and community revitalization. This document is designed to inspire dialogue, collaboration, and re-investment.

This Story Map reflects a range of innovations already taking place. Our goal is to help frame the conversation to increase funding, collaboration, and the collective imagination.



# THE CHANGING LANDSCAPE

We are living in transformational times. Public Libraries have a chance to fulfill their promise in new and exciting ways.

Society is reorganizing at a rapid pace. Technology is fundamentally changing our lives. What we read, how we learn, and how we find our way is very different. The rise of Google, Wikipedia, and e-books have led to an information revolution.

We need to reframe the story -- from deficit to opportunity. Some might think libraries don't matter too much. In reality, libraries are more important and remarkable than ever. Public Libraries across California are innovating and adapting in creative ways. The future of libraries is an exciting story to share and engage people with.

Our future depends on Public Libraries. Let's be real – the public library system in California is financially distressed. Libraries have remained resilient – still doing more with less. Small hotbeds of innovation point to huge untapped potential. To transform our libraries for the 21st century requires sustained investment from the public and private sectors. It's our job as librarians to tell a story that captures the collective imagination.

"You dropped \$150,000 on an education you could have got for a \$1.50 in late charges at the public library!"

- Matt Damon, Good Will Hunting

# 7 REASONS WHY LIBRARIES MATTER

Libraries are more relevant than ever. Did you know usage of public libraries is at an all-time high in California? It's because libraries are a rare welcoming place and resource for all.

There's just no other public institution like a library:

Starting place for whatever you want to be next

Economic incubator for job search and small business acceleration

Where people often go for help during life transitions and personal reinvention

Valued source of free computers and internet access

Trusted institution for the preservation of local and cultural history

Helps people find information in an increasingly complex world

Gathering place and hub for the community (when few if any alternatives exist)

# UNDERSTANDING THE ROLE OF LIBRARIANS

Just as Gutenberg reinvented the book, technology is reinventing libraries once again. The information revolution has raised the public's expectations. This means libraries have to digitize their collections, provide e-books, and embrace new technology to stay relevant. Libraries serve the culture they belong to. When the needs of the culture change, libraries must evolve to reflect the context.

People feel overwhelmed by the new dynamics and rules of life. Personal reinvention is on the rise. Whether you're trying to find a new job, learn new technology, or ensure your kids succeed; you're feeling under pressure. In a world of infinite knowledge, people don't know who to trust or what to believe. Moving forward doesn't happen in a straight line.

Librarians have always helped people navigate the world. Information wants to be free, yet making sense of it is another story. That's why the future of libraries goes beyond "Libraries: The medicine chest of the soul."

> - Library at Thebes, inscription over the door



# **DISCOVER**

With infinite sources to choose from, libraries must help people search, filter, and curate information for greatest relevance. Where do you look to find what you're looking for?



# **DELIVER**

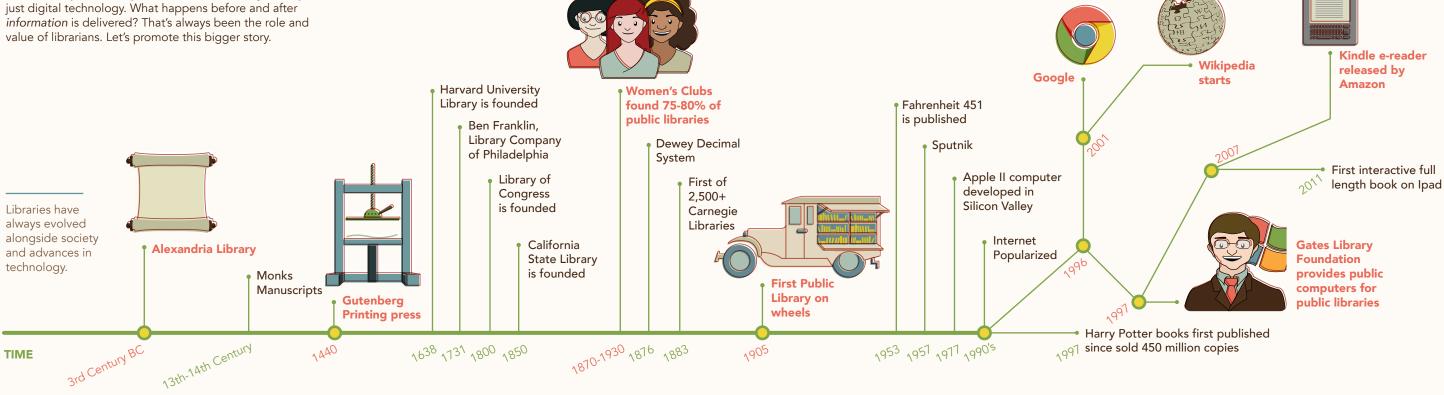
With rising expectations for 24/7 connectivity, libraries must deliver information in the channels and formats the public demands most. How do you receive and consume information?

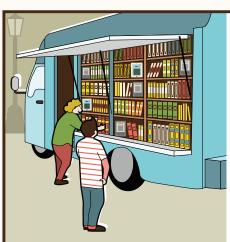


# **DISCERN**

With so many perspectives available on any subject, libraries must help people choose which sources matter most. How do you know what information to trust and pay attention to?

Libraries have always done more than just deliver information. The real story is what happens before and after information gets in people's hands. Librarians help to make sense and meaning of the world.





## LIBRARIES CAN **BE ANYWHERE**

Public libraries are not confined to a physical structure. This expansion includes providing resources electronically, and delivering services beyond the walls through creative outreach. Libraries are offering services via bookmobiles and pop-up libraries (e.g. airstreams that travel around the community offering places for people to come together for programs and services).







## **CREATING LOCAL CONTENT**

Public libraries are now collecting, preserving, and connecting people to the stories of the community. Jamie LaRue of the Douglas County Public Library says that the Public Library used to bring the world to the community, but today the library brings the community to the world. Through words, sounds, and movies, people are sharing their local history to document the collective memories of the community for future generations.







## A MAKER SPACE

Public libraries are spaces where people can find resources on any hobby for making just about anything they can dream about. Some libraries go so far as sponsoring programs and collections of materials that inspire people to build, assemble, and channel their creative selves.





## **CONNECTING THE COMMUNITY**

Public libraries connect a community's resources for the benefit of all. In some communities, the libraries work with social workers to assist the homeless populations in need. Others focus on helping the education community build successful literacy programs. The library is a natural hub and trusted connector for cross-sector collaboration.





### **ECONOMIC INCUBATOR** Public libraries are hubs for

economic development in their communities. They offer materials, programs, and services that support the development of small businesses. Many libraries partner with local government programs to help people start their first business. Libraries also offer jobseekers the resources and skill-building programs they need to find employment.









# **FAMILY GATHERING SPACE**

Public libraries offer programs and services that meet the local needs of young and aging families. Parents and caregivers can take their children to story time programs that help build early literacy and school readiness. There are also materials and support groups available for caregivers of aging family members. Libraries offer spaces for families to read, learn, and grow together.





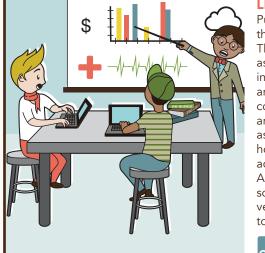




Public libraries collect, preserve, and connect people to information and ideas. This extends beyond just collections of books, music, and movies, to resources the community would like to share with each other. Lending libraries take many forms, including those devoted to construction tools, cooking utensils, and even subject matter experts.







# **LEARNING HUB**

Public libraries support learning throughout a person's lifetime. assistance around life literacy including technology, finance, and health. People can use computers to take online courses and complete class projects and assignments. Those who need homework assistance have access to live and online tutors. As learning becomes more social, libraries are an in-demand venue for a range of community topics and issues.













# THE CLOUD

Public libraries are embracing the evolving content needs of the public including the rise of mobile devices. These needs include access to digital collections of electronic books, music, historical documents, letters, photos, and more. Libraries continue to create and curate more of these collections to ensure patrons have access in any format to meet their needs.





# **FUTURE INNOVATIONS**

Libraries continue to evolve and respond to the unique demands of their community. How is your local library adapting to the changing needs and expectations of your











# HERE ARE SOME OF THE KEY ROLES THAT LIBRARIES PLAY WITHIN THEIR COMMUNITY



# **ACCESS**

Public libraries are dedicated to democracy and a belief that informed citizens create successful individuals and communities. Libraries ensure access to the material and digital world.



# COLLECT

Public libraries collect and gather our local, state, and national memories, stories, and information so that generations of today and tomorrow have a context for the world they live in.



# **CONNECT**

Public Libraries are communication hubs in the community, which connect people, places, and ideas together to build stronger places.



# **DISCOVER**

Public Libraries support the discovery of information and ideas that lead to learning, innovation, and, growth within the community.



# CREATE

Public Libraries are places that help the community to become creators of content. They offer services for telling both fiction and non-fiction stories of the community through words, sounds, and movies.

# HELP US TELL THE BIGGER STORY

#### This document is just the beginning.

We hope this Story Map inspires more dialogue and investment in your Public Library. Please let us know how your local community and stakeholders respond when you unfold this map and tell your local story.

## The story is far from over or complete.

We need your help in collecting more innovation examples and expanding our common language. Together, we must develop a strategic plan for the future of California Public Libraries. Our stakeholders need a vision to inspire the collective imagination.

### Help us answer these questions:

- How can we improve the perceived relevance of Public Libraries?
- What innovations and services can make the biggest impact?
- What areas should we target and prioritize for greater investment?

#### WE NEED YOUR VOICE AND INPUT

Please visit our website and add your voice to the process at www.library.ca.gov/

#### Who's Behind This Effort?

Commissioned by the California State Library, this effort was championed by leading practitioners across the state including:

#### Stacey A. Aldrich

State Librarian of California, California State Library

#### Linda Crowe

Executive Director, Pacific Library Partnership

#### Rosario Garza

Executive Director, Southern California Library Cooperative

#### Luis Herrera

City Librarian, San Francisco Public Library

#### Jarrid Keller

Chief Information Officer, California State Library

#### Monique leConge Ziesenhenne

Library Director, Palo Alto City Library

#### **Gerry Maginnity**

Chief of Library Development Services, California State Library

#### Jan Sanders

Director, Pasadena Public Library

#### Rivkah Sass

Library Director, Sacramento Public Library

#### Derek Wolfgram

Deputy County Librarian, Community Libraries and Human Resources, Santa Clara County Library District

#### Patty Wong

County Librarian/Chief Archivist, Yolo County Library

#### Messaging:

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TYTHEdesign



